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GENERALIZATION OF ECONOMIC DEVELOPMENT FOUNDATIONS OF UKRAINE REGIONS

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The current stage of economic development of Ukraine regions is characterized by significant changes in macroenvironment due to deepening of globalization, the need to update production through the introduction of new technologies affecting the intensity of their economic development.

Therefore, to take account of rapid structural change and to improve the indicators of the economic development of the region the basics of management economic development should be summarized.

The development of the world economy shows that the regions are becoming the centre of the national system. It is at the regional level that programs for socio-economic development of the areas are implemented, the key needs of the population are met and protection of the environment is carried out and the indicators of regional development define national development.

Therefore, synthesis and improvement of economic development foundations of Ukraine regions are extremely important tasks, and therefore issues relating to the definition of the problems and prospects of studying the socio-economic development of Ukraine are relevant.

Regional economic development has been studied by domestic and foreign scientists such as V. Babaev [1], N. Bibik [2], P. Bubenko [3], O. Karlova [4], S. Chernov [5], M. Kitting [6], M. Kitson, R. Martin, P. Tyler [7], R. Huggins [8].

However, the analysis of the scientific literature indicates that the concepts of "development" and "economic development" are rather ambiguously defined, which makes the formation of a balanced scorecard of economic development more complicated.

The most common concept of "development" can be defined as a specific process of change resulting in the emergence of a qualitatively new, progressive process of ascent from lower to higher, from simple to complex.

The term "development" is often used in the following combinations: economic development, social and economic development, regional development, city development. In any case, the development means any progressive change, primarily in the economic sphere.

The development of the region is multidimensional and multifaceted process, seen as a set of different social and economic goals. Even if it is only an economic

development, it is considered together with a social development.

Economic development is a complex process that determines economic growth, structural changes in the economy, and improvements in the environment and quality of life. As a result, productivity is increasing and in the case of employment increasing the number of jobs will grow as well.

Also economic development is considered as systematic, massive and long-term improvement of the material conditions of people's lives that determine comfort conditions. Therefore, without an increase in productivity systematic improvement of economic conditions of the people's lives is impossible.

Currently, the main purpose of economic development is to improve the quality of life. The objectives of regional development are increase in income, improvement of education, nutrition and health, disappearance of poverty, improvement of the environment, equality of opportunities, expansion of personal freedom, enriching cultural life, etc.

The need to manage economic development of the region is primarily caused by common disadvantages of the market economy, its focus on getting economic benefits and ignorance of social justice issues. General shortcomings of the market economy are associated with the inability of the market to take into account the social aspirations of the population.

Managing the economic development of the region is a key element of the system of state regulation of the economy.

There is a number of approaches to determining the economic management of the region, but their common feature is a review of the influence of management as a targeting regulator (public authorities) on the management object (economic development), using a certain methodological framework.

Therefore, management of the economic development of the region implies should creation, legislative strengthening, support and warranty of practical implementation of certain conditions for highly efficient and socially actual conduct of any human activities. Also management of the region is considered as the process of developing possible scenarios of its development for a period of time in order to increase the potential positive effects and minimize negative effects.

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IMPROVEMENT DIRECTIONS RESEARCH OF STRATEGIC MANAGEMENT FOR SPECIALIZED COMMUNAL ENTERPRISE "KHARKIVZELENBUD"

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Green plantations in the city are an important part of its operation. It improves the microclimate of urban areas and creates conditions for outdoor recreation, reduces the risk of excessive overheating of the soil, walls of buildings and pavements. Planting of greenery in the streets has always been determined by their purpose and character of the surrounding area.

Planting is an important integral part of the planning of streets and natural ecological carcass; it also actively creates the aesthetic image of the city.

However, activity of landscaping enterprises in the contemporary economy does not always meet the needs of local communities and environmental requirements. Creating comfort and compliance of the performed work with the conditions and development of the city is the main task of landscaping companies, which most of them can't cope. Therefore, there is a need for strategic management in enterprises of this sector.

The present paper is devoted to improvement directions research of strategic management at the Specialized communal enterprise "Kharkivzelenbud" based on the analysis of its financial and economic situation and strategic potential, which should include an analysis of environmental and economic indicators.

The system of strategic management at the Specialized communal enterprise "Kharkivzelenbud" should be introduced in developing phased plan implementing changes and strategic package of necessary documents, as well as the formation of the relevant administrative structure [1]. Strategic management can be viewed as a dynamic combination of interrelated management processes, which logically depend one upon the other, so that there is a stable feedback between them [3].

Specialized communal enterprise "Kharkivzelenbud" needs a new mission, more detailed concretization and elaboration of more optimal and simple purposes, and thus economical organizational structure, and through the involvement of experts a phased plan implementing changes in the enterprise should be developed.

Large firms, as soon as they are increasing and expanding, have a tendency to change certain management structures. A. Chandler identified three successive stages of structural development, each of which is a reaction by the organization on